

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – General Elections, 2014 – Voter Awareness Campaign through print media
– Insertion of Paid Advertisement – Payment of Rs.42,28,000/- towards the cost of
Advertisement charges to M/s Pamm Advertising & Marketing, Hyderabad –
Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No: 2014

Dated:13-05-2014

Read the following:-

1. G.O.Rt.No.1475, Fin. (Expr.GAD-I) Dept., dt:11-04-2014.
2. Govt.Lr.No.1269/Elecs.C/A2/2014-7, Dt.07-04-2014.
3. From M/s Pamm Advt. & Mktg, Hyderabad, Bill No.
PH/2014/05/02, dt.09-05-2014.

ORDER:

In the Government letter 2nd read above, M/s Pamm Advertising & Marketing, Hyderabad has been requested to take up voter awareness campaign through The New Indian Express (English) & Andhra Prabha (Telugu) Daily News Paper in connection with General Elections, 2014 for 30 days duly commencing from 08-04-2014 to 07-05-2014 for 12 X 10 Sq. CM in colour in all editions of Andhra Pradesh.

2. Accordingly, the Agency has inserted advertisement in colour in The New Indian Express (English) & Andhra Prabha (Telugu) Daily news paper for 30 days from 08-04-2014 to 07-05-2014 and furnished the bill for an amount of **Rs.42,28,000/-** and requested for payment vide reference 3rd read above as detailed below.

Sl. No.	Newspaper & Edition	RO.No.	Amount
1	The New Indian Express	53218	17,28,000
2	Andhra Prabha	53219	25,00,000
Total			42,28,000

3. After careful examination, Government hereby accord sanction for payment of **Rs.42,28,000/-** (Rupees forty two lakhs twenty eight thousand only) to M/s Pamm Advertising & Marketing, Hyderabad towards cost of insertion of 12 X 10 Sq. Cm size in colour advertorial in The New Indian Express (English) & Andhra Prabha (Telugu) Daily news paper for 30 days from 08-04-2014 to 07-05-2014 in connection with Voter Awareness Campaign through print media regarding General Elections, 2014.

(Contd...2...)

4. The expenditure sanctioned in para 3 above shall be debited to **“2015 Elections - MH 104 Charges for Conduct of Elections for Loksabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Loksabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the additional funds provided vide G.O. 1st read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para (3) above and credit in favour of **“Pamm Advertising & Marketing, A/c No. 90061250000351, Syndicate Bank, East Patel Nagar, 7 Sethi Bhavan, 7-Rajendra Place, New Delhi-08, IFSC Code No: SYNB0009006, MICR Code No.110025014, PAN No.AAA FP 7680H.**

6. This order does not require the concurrence of Finance Department as per the orders issued vide G.O. 1st read above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHR PRADESH)

BHANWAR LAL
CHIEF ELECTORAL OFFICER & E.O
PRINCIPAL SECRETARY TO GOVERNMENT

To

The General Manager, Pamm Advertising & Marketing, Hyderabad

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

SC/SF

//FORWARDED:: BY ORDER//

SECTION OFFICER